

EOM/EOC

**ISSUE** 



WDIV/DETROIT

## **ORDER**

## Flight Dates 10/16/12-10/22/12

<u>Order Sep</u> 00:15:00

Product Estimate # 1603

Contract / Revision 258744 / MDSCC-SC Alt Order # 06310057

<u>Original Date / Revision</u> Agency Com 15% <u>Billing Type</u> Cash

10/15/12 10/15/12 Billing Contact Order Type GENERAL

Advertiser ISS/Michigan Democratic St Billing Cycle

Start Date

1322 G Street, SE Billing Calendar BROADCAST

Washington, DC 20003

Demographic A35+

Agency Three Point Media Rev Codes AGY POL

Buying Contact
Sales Office PHI Product Codes PA-Democrat

Sales Region NAT Priority P-2

**End Date** 

1322 G Street, SE

Washington, DC 20003

Agency Ref

Advertiser Ref

## Primary Account Executive

Order%

Nick Welte

Account Executive

Nick Welte 100%

Order Share 100% Market Value 103750

Competing Station	% of Order	Amount
CABLE	%	0
WDWB	%	0
WJBK	%	0
WKBD	%	0
WWJ	%	0
WXYZ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount Gross Amount		Rating	Start Date	Start Date End Date		Net Amount (	Gross Amount
October 2012	80	\$88,187.50	\$103,750.00	0.00	10/01/12	10/22/12	80	\$88,187.50	\$103,750.00
Totals	80	\$88,187.50	\$103,750.00	0.00					

								Tota	ıls
Ln Ch Start End	Inventory Code Break	Start/End Tir	me Days	Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
1 WDIV 10/19/12 10/19/12		10-11A Ellen	1	:30	1	\$950.00 P-2	0.00 NM	1	\$950.00
	10-11AM Ellen								
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 10/15/12 10/21/12	1 1	\$950.00	0.00						
2 WDIV 10/19/12 10/19/12	1237-137a LateNite Fall@M	1237A-137A	1	:30	1	\$500.00 P-2	0.00 NM	1	\$500.00
	Late Night 1237-137A								
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 10/15/12 10/21/12	1 1	\$500.00	0.00						
3 WDIV 10/19/12 10/19/12	Noon News 12-1230p MGM	12N-1230P	1	:30	1	\$1,200.00 P-2	0.00 NM	1	\$1,200.00
	Noon News 12-1230p								
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 10/15/12 10/21/12	1 1	\$1,200.00	0.00						
4 WDIV 10/19/12 10/19/12	Ricki Lake 3-4p CM	3-4p	1	:30	1	\$600.00 P-2	0.00 NM	1	\$600.00
	Ricki Lake								
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 10/15/12 10/21/12	1 1	\$600.00	0.00						
5 WDIV 10/19/12 10/19/12	СМ	NBC Early	1	:30	1	\$90.00 P-2	0.00 NM	1	\$90.00



WDIV/DETROIT
Contract / Revision 258744 Flight Dates 10/16/12-10/22/12

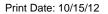
Hiatus Dates

<u>Original Date / Revision</u> 10/15/12/ 10/15/12

Order Sep 00:15:00

Advertiser ISS/Michigan Democratic S Product MDSCC-SC

Ln Ch Start	End	Inventory Code	Brook	Start/End T	ime Dave	Len Spo	te Pate Pri	Rtg Type S	<u>Tota</u>	als Amount
Lii Cii Stait	LIIU	4am NBC Early I		Start/End 1	illie Days	Len Spo	is Rate Fil	Rig Type C	ρυιδ	Amount
		NBC Early								
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$90.00	Rating 0.00					
6 WDIV 10/19/1			@ 4pmCM	4p-430pm	1	- :30	1 \$1,200.00 P-2	0.00 NM	1	\$1,200.00
		M-F Local News					· • · · · · · · · · · · · · ·			<b>*</b> 1,=22100
Start Date	End Date	Weekdays 1	Spots/Week	Rate	Rating					
Week: 10/15/12 7 WDIV 10/19/1	10/21/12	4:30am Local Ne		\$1,200.00 4:30-5am M-	0.00 F 1	- :30	1 \$175.00 P-2	0.00 NM	1	\$175.00
7 VVDIV 10/13/1	12 10/13/12	4:30am Local Ne		4.50 Jan W		.50	1 \$175.001 2	0.00 14101	'	ψ175.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week		Rating					
Week: 10/15/12 8 WDIV 10/19/1	10/21/12	1	2 EditiæM	\$175.00 430p-5p	0.00	- :30	1 \$1,100.00 P-2	0.00 NM	1	\$1,100.00
6 WDIV 10/19/1	12 10/19/12	Inside Edition M-		430p-5p	1	30	1 \$1,100.00 P-2	U.UU INIVI	ı	\$1,100.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/15/12	10/21/12	1		\$1,100.00	0.00		4 40 400 00 5 0	0.00.1114		<b>0</b> 0 400 00
9 WDIV 10/19/1	12 10/19/12	5-6pm Local 4 Ne M-F Local 4 New		5P-530P (5:00 PM-5:3	1 0 PM)	- :30	1 \$2,100.00 P-2	0.00 NM	1	\$2,100.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/15/12	10/21/12	1		\$2,100.00	0.00					
10 WDIV 10/19/1	12 10/19/12	5-6am Local New Local 4 News To		530-6a (5:30 AM-6:0	1 0 AM)	- :30	1 \$650.00 P-2	0.00 NM	1	\$650.00
Start Date Week: 10/15/12	End Date 10/21/12	Weekdays	Spots/Week 1	<u>Rate</u> \$650.00	Rating 0.00			l		
11 WDIV 10/19/1	12 10/19/12	6-630pm Local 4 M-F Local 4 New		6P-630P	1	- :30	1 \$3,000.00 P-2	0.00 NM	1	\$3,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/15/12	10/21/12	1		\$3,000.00	0.00	.20	4	0.00 NM	4	<b>#2.000.00</b>
12 WDIV 10/19/1		M-F Wheel of Fo	rtune	7P-730P	1	- :30	1 \$3,200.00 P-2	0.00 NW	1	\$3,200.00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week	Rate \$3,200.00	Rating 0.00					
13 WDIV 10/19/1			CM	830-9PM	1	- :30	1 \$5,000.00 P-2	0.00 NM	1	\$5,000.00
		Community								
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week	Rate \$5.000.00	Rating 0.00					
Spot Ch Date Ra	ange D	escription		t/End Time	0.00	Weekdays	Length Rate	Rtg Type		
1 WDIV 10/15/1		riday 830-9p	830-	9PM		F	:30 <del>(\$5,000.00)</del>	0.00 <i>NM</i>		
See MG 13		-i-l 0 O	0.05	NA		E	.20	0.00 NM		
2 WDIV 10/19/1:		riday 8-9p	8-9F	'IVI		F	:30 \$5,000.00	0.00 NM		
~	8-9P ON 10/	/19/12]								
14 WDIV 10/19/1	12 10/19/12	Today Show 9-10 Today Show 9-10		9A-10A	1	- :30	1 \$800.00 P-2	0.00 NM	1	\$800.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/15/12	10/21/12	1	1	\$800.00	0.00					
15 WDIV 10/22/1	12 10/22/12	Ellen 10-11a M-F 10-11AM Ellen	СМ	10-11A Ellen	1	- :30	1 \$950.00 P-2	0.00 NM	1	\$950.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/22/12 16 WDIV 10/22/1	10/28/12	1	CM	\$950.00 1135P-1237	0.00 A 1	- :30	1 \$1,650.00 P-2	0.00 NM	1	\$1,650.00
וט איטוא 10/22/1	12 10/22/12		Civi	11335-12377	n 1	30	i φ1,000.00 P-2	U.UU INIVI	1	φ1,000.00







258744 Flight Dates 10/16/12-10/22/12

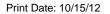
Hiatus Dates

Original Date / Revision 10/15/12/ 10/15/12

Order Sep 00:15:00

Advertiser ISS/Michigan Democratic S Product MDSCC-SC

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Ln Ch Sta	rt End	Inventory Code		Start/End Ti	me Days	Len Sp	ots Rate Pri	Rtg Type	Spots	Amount
		Tonight Show 113	,							
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/22/12	10/28/12	1		\$1,650.00	0.00					
17 WDIV 10/22	2/12 10/22/12	1237-137a LateNi Late Night 1237-1		1237A-137A	1	:30	1 \$500.00 P-2	0.00 NM	1	\$500.00
Start Date		<u>Weekdays</u> 1	Spots/Week	Rate	Rating					
Week: 10/22/12 18 WDIV 10/22	10/28/12	-	CM	\$500.00 3-4p	0.00	:30	1 \$600.00 P-2	0.00 NM	1	\$600.00
		Ricki Lake				.30	1 \$600.00 F-2	U.UU INIVI	'	\$600.00
Start Date Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$600.00	Rating 0.00					
19 WDIV 10/22/12			•	NBC Early	1	:30	1 \$90.00 P-2	0.00 NM	1	\$90.00
		NBC Early	-	_		.00	ι φοσ.σσι 2	0.00 14101	,	Ψ00.00
Start Date Week: 10/22/12	End Date 10/28/12	Weekdays 1	Spots/Week 1	Rate	Rating					
20 WDIV 10/22/12		M-F Local News	·	\$90.00 4p-430pm	0.00	:30	1 \$1,200.00 P-2	0.00 NM	1	\$1,200.00
		M-F Local News	@ 4pm	4р-430ріп		.50	1 ψ1,200.001-2	0.00 14101	'	ψ1,200.00
<u>Start Date</u> Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> 1	Spots/Week 1	Rate \$1,200.00	Rating 0.00					
21 WDIV 10/22		4:30am Local Nev 4:30am Local Nev	vs M-FCM	4:30-5am M-		:30	1 \$175.00 P-2	0.00 NM	1	\$175.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10/22/12	10/28/12	1	1	\$175.00	0.00					
22 WDIV 10/22	2/12 10/22/12	M-F 430-5P Inside Inside Edition M-F		430p-5p	1	:30	1 \$1,100.00 P-2	0.00 NM	1	\$1,100.00
Start Date	e End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/22/12	10/28/12	1		\$1,100.00	0.00					
23 WDIV 10/22	2/12 10/22/12	5-6am Local New Local 4 News Too		530-6a (5:30 AM-6:00	1 D AM)	:30	1 \$650.00 P-2	0.00 NM	1	\$650.00
Start Date		Weekdays	Spots/Week	Rate	Rating					
Week: 10/22/12	10/28/12	1	1	\$650.00	0.00					
24 WDIV 10/22	2/12 10/22/12	5-6pm Local 4 Ne M-F Local 4 News		530P-6P (5:30 PM-6:00	1 D PM)	:30	1 \$2,250.00 P-2	0.00 NM	1	\$2,250.00
Start Date		Weekdays	Spots/Week	Rate	Rating					
Week: 10/22/12	10/28/12	0.000	1	\$2,250.00	0.00		4 60 000 00 0	0.00 NINA		<b>#</b> 0.000.00
25 WDIV 10/22	2/12 10/22/12	6-630pm Local 4 M M-F Local 4 News		6P-630P	1	:30	1 \$3,000.00 P-2	0.00 NM	1	\$3,000.00
Start Date		Weekdays	Spots/Week	Rate	Rating					
Week: 10/22/12	10/28/12	1		\$3,000.00	0.00			0.00.104		
26 WDIV 10/22	2/12 10/22/12	Jeopardy 730-8p M-F Jeopardy	M-F CM	730P-8P	1	:30	1 \$3,200.00 P-2	0.00 NM	1	\$3,200.00
Start Date		<u>Weekdays</u> 1	Spots/Week	Rate	Rating					
Week: 10/22/12 27 WDIV 10/22	10/28/12			\$3,200.00 9A-10A	0.00	:30	1 \$800.00 P-2	0.00 NM	1	\$800.00
2. VVDIV 10/22	_, 1	Today Show 9-10		5/1 TO/1	1	.00	ι ψοσο.σο 1°-2	O.OO INIVI	'	ΨΟΟΟ.ΟΟ
Start Date		Weekdays	Spots/Week	Rate	Rating					
Week: 10/22/12	10/28/12	1	1	\$800.00	0.00		4 00 000 00 7	0.00.1111		<b>#</b> 0.000.00
28 WDIV 10/20	J/12 10/20/12	1130-1a SNL Saturday Night Li	CM ve	1130P-102A	1-	:30	1 \$2,000.00 P-2	0.00 NM	1	\$2,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					







258744 Flight Dates 10/16/12-10/22/12

Hiatus Dates

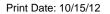
Original Date / Revision 10/15/12/ 10/15/12

Order Sep 00:15:00

Advertiser ISS/Michigan Democratic S Product MDSCC-SC

<u>Estimate #</u> **1603** 

In Ch	Stort	End	Inventory Code	Prook	Stort/End Tir	ma Dava	lon Cno	ito Poto Bri	Dta Typo	Tota	als Amount
	Start 0/20/12	End 2 10/20/12	Inventory Code 1130-1a SNL	СМ	Start/End Tir	ne Days	Len Spo	1 \$2,000.00 P-2	Rtg Type 0.00 NM	Spois 1	\$2,000.00
20 11011	0/20/12	10/20/12	Saturday Night Liv	_	11001 1027	1	.00	ι ψ2,000.001 2	0.00 14141		Ψ2,000.00
Start D		End Date		Spots/Week	Rate	Rating					
Week: 10/15/		10/21/12	1-		\$2,000.00	0.00	.20	4 \$4 450 00 D 2	0.00 NIM	4	Φ1 4EO O
29 WDIV 10	0/20/12	2 10/20/12	Sat 7-730pm Loca Sat 7-730pm Loca		7p-730p	1-	:30	1 \$1,450.00 P-2	U.UU INIVI	1	\$1,450.00
Start D		End Date		Spots/Week	Rate	Rating					
Week: 10/15/		10/21/12	1-		\$1,450.00	0.00		4	0.00.1114		<b>#</b>
30 WDIV 10	0/20/12	2 10/20/12	Sat 6-8am Loc New Sat 6-8am/Local 4		6-7am (6:00 AM-7:00	1- () AM()	:30	1 \$600.00 P-2	0.00 NM	1	\$600.00
Start D	Date_	End Date		Spots/Week	Rate	Rating					
Week: 10/15/		10/21/12	1-	1	\$600.00	0.00					
31 WDIV 10	0/20/12	2 10/20/12	Sat 6-8am Loc New Sat 6-8am/Local 4		7-8am (7:00 AM-8:00	1-	:30	1 \$800.00 P-2	0.00 NM	1	\$800.00
Start D	Date	End Date		Spots/Week	Rate	Rating					
Week: 10/15/		10/21/12	1-	1	\$800.00	0.00					
32 WDIV 10	0/20/12	2 10/20/12	Sat Today 8-10am			day1-	:30	1 \$1,350.00 P-2	0.00 NM	1	\$1,350.00
01	2-1-	E. J.D.	Sat 8-10am Today		(8:00 AM-9:00	,					
Start E Week: 10/15/		End Date 10/21/12	<u>Weekdays</u> 1-	Spots/Week 1	Rate \$1,350.00	Rating 0.00					
33 WDIV 10			Sat Today 8-10am	СМ	-	oday 1-	:30	1 \$1,450.00 P-2	0.00 NM	1	\$1,450.00
			Sat 8-10am Today	,	(9:00 AM-10:0	00 AM)					
Start D		End Date	<u>Weekdays</u> 1-	Spots/Week	Rate	Rating					
Week: 10/15/		10/21/12	Sun 6-630pm Loca		\$1,450.00 Sun 6pm	0.00	:30	1 \$1,550.00 P-2	0.00 NM	1	\$1,550.0
OT WEIV I	0/21/12	10/21/12	Sun 6pm	11 10 WOW	Ouri opini	1	.00	ι ψι,σσσ.σσι 2	0.00 14141		φ1,000.0
Start D		End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/15/		10/21/12	1		\$1,550.00	0.00	-20	4	0.00 NIM	4	<b>#</b> COO O
35 WDIV 10	0/21/12	2 10/21/12	Sun 6-730am Loc Sun News 6-730ai		Sun 6-7am (6:00 AM-7:00	1 () AM()	:30	1 \$600.00 P-2	0.00 NM	1	\$600.0
Start D	Date	End Date		Spots/Week	Rate	Rating					
Week: 10/15/		10/21/12	1	1	\$600.00	0.00					
36 WDIV 10	0/21/12	2 10/21/12	Sun 6-730am Loc Sun News 6-730an		Sun 7-7:30am		:30	1 \$725.00 P-2	0.00 NM	1	\$725.00
Start D	Date	End Date		Spots/Week	(7:00 AM-7:30 Rate	Rating					
Week: 10/15/		10/21/12	1	1	\$725.00	0.00					
37 WDIV 10	0/21/12	2 10/21/12	Sun 8-9am Loc Ne		Sun 8-9am	1	:30	1 \$900.00 P-2	0.00 NM	1	\$900.00
Ctowt F	) oto	End Data	Sun Local News 8		Doto	Doting					
Start E Week: 10/15/		End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week 1	Rate \$900.00	Rating 0.00					
38 WDIV 10			Ellen 10-11a M-F	CM	10-11A Ellen	1	:30	1 \$950.00 P-2	0.00 NM	1	\$950.00
			10-11AM Ellen								
Start D Week: 10/15/		End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$950.00	Rating 0.00					
39 WDIV 10			1135-1237a Tonig		1135P-1237A		:30	1 \$1,650.00 P-2	0.00 NM	1	\$1,650.0
			Tonight Show 113					,			* 1,22313
Start D		End Date		Spots/Week	Rate	Rating					
Week: 10/15/		10/21/12	1		* ,	0.00	-20	1 \$500.00 D.C	0.00 NIM	4	<b>የ</b> ደረረ ሊ
40 WDIV 10	U/ 18/12	2 10/18/12	1237-137a LateNit Late Night 1237-13		1237A-137A	1	:30	1 \$500.00 P-2	0.00 NM	1	\$500.00
Start D	Date	End Date	=	Spots/Week	Rate	Rating					
						<u> </u>			•	•	







258744 Flight Dates 10/16/12-10/22/12

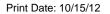
Hiatus Dates

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Advertiser ISS/Michigan Democratic S Product MDSCC-SC

Ln Ch Start	End	Inventory Code		Start/End Ti	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Tota Spots	als Amount
40 WDIV 10/18/12	2 10/18/12	1237-137a LateN Late Night 1237-		1237A-137A	1	:30	1	\$500.00 P-2	0.00 NM	1	\$500.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/15/12	10/21/12	1	1	\$500.00	0.00						
41 WDIV 10/18/12	2 10/18/12	Noon News 12-12 Noon News 12-12	•	12N-1230P	1	:30	1	\$1,200.00 P-2	0.00 NM	1	\$1,200.00
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week 1	Rate \$1,200.00	Rating 0.00						
42 WDIV 10/18/12	2 10/18/12	Ricki Lake 3-4p Ricki Lake	СМ	3-4p	1	:30	1	\$600.00 P-2	0.00 NM	1	\$600.00
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$600.00	Rating 0.00						
43 WDIV 10/18/12	2 10/18/12	4am NBC Early T NBC Early	oday CM	NBC Early	1	:30	1	\$90.00 P-2	0.00 NM	1	\$90.00
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$90.00	Rating 0.00						
44 WDIV 10/18/12	2 10/18/12	M-F Local News M-F Local News	•	4p-430pm	1	:30	1	\$1,200.00 P-2	0.00 NM	1	\$1,200.00
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week 1	Rate \$1,200.00	Rating 0.00						
45 WDIV 10/18/12	2 10/18/12	4:30am Local Ne 4:30am Local Ne	ws M-FCM	4:30-5am M-	F1	:30	1	\$175.00 P-2	0.00 NM	1	\$175.00
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$175.00	Rating 0.00						
46 WDIV 10/18/12	2 10/18/12	M-F 430-5P Insid		430p-5p	1	:30	1	\$1,100.00 P-2	0.00 NM	1	\$1,100.00
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week 1	Rate \$1,100.00	Rating 0.00						
47 WDIV 10/18/12	2 10/18/12	5-6am Local New Local 4 News To	s M-F CM	530-6a (5:30 AM-6:0	1 0 AM)	:30	1	\$650.00 P-2	0.00 NM	1	\$650.00
Start Date Week: 10/15/12	End Date 10/21/12	Weekdays 1	Spots/Week	Rate \$650.00	Rating 0.00						
48 WDIV 10/18/12		5-6pm Local 4 New		530P-6P (5:30 PM-6:0	1	:30	1	\$2,250.00 P-2	0.00 NM	1	\$2,250.00
Start Date Week: 10/15/12	End Date 10/21/12	Weekdays	Spots/Week	Rate \$2,250.00	Rating 0.00						
49 WDIV 10/18/12				6P-630P	1	:30	1	\$3,000.00 P-2	0.00 NM	1	\$3,000.00
Start Date Week: 10/15/12	End Date 10/21/12	Weekdays	Spots/Week	Rate \$3,000.00	Rating 0.00						
50 WDIV 10/18/12			0P Wh <b></b> €M	7P-730P	1	:30	1	\$3,200.00 P-2	0.00 NM	1	\$3,200.00
Start Date	End Date 10/21/12	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/15/12 51 WDIV 10/18/12		Jeopardy 730-8p		\$3,200.00 730P-8P	0.00	:30	1	\$3,200.00 P-2	0.00 NM	1	\$3,200.00
Start Date	End Date 10/21/12	M-F Jeopardy Weekdays1	Spots/Week	<u>Rate</u>	Rating 0.00						
Week: 10/15/12 52 WDIV 10/18/12		Today Show 9-10	a M-F CM	\$3,200.00 9A-10A	1	:30	1	\$800.00 P-2	0.00 NM	1	\$800.00
Start Date	End Date	Today Show 9-10 Weekdays	Spots/Week	Rate	Rating						



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258744 Flight Dates 10/16/12-10/22/12

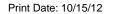
Hiatus Dates

Original Date / Revision 10/15/12/ 10/15/12

Order Sep 00:15:00

Advertiser ISS/Michigan Democratic S Product MDSCC-SC

Ln Ch Start End	-	Start/End Tin	ne Days	Len Sp		Rtg Type	<u>Tota</u> Spots	Amount
52 WDIV 10/18/12 10/18/12	Today Show 9-10a M-F CM Today Show 9-10A	9A-10A	1	:30	1 \$800.00 P-2	0.00 NM	1	\$800.0
Start Date End Date Week: 10/15/12 10/21/12	Weekdays Spots/Week	· . —	Rating 0.00					
53 WDIV 10/16/12 10/16/12	Ellen 10-11a M-F CM 10-11AM Ellen	10-11A Ellen	- 1	:30	1 \$950.00 P-2	0.00 NM	1	\$950.0
<u>Start Date</u> <u>End Date</u> Week: 10/15/12 10/21/12	Weekdays Spots/Week		Rating 0.00					
54 WDIV 10/16/12 10/16/12	1135-1237a Tonight Len@M Tonight Show 1135P-123	1135P-1237A	- 1	:30	1 \$1,650.00 P-2	0.00 NM	1	\$1,650.0
Start Date         End Date           Week: 10/15/12         10/21/12	Weekdays Spots/Week	Rate \$1,650.00	Rating 0.00					
55 WDIV 10/16/12 10/16/12	1237-137a LateNite Fall <b>Q</b> M Late Night 1237-137A	1237A-137A	- 1	:30	1 \$500.00 P-2	0.00 NM	1	\$500.0
Start Date         End Date           Week: 10/15/12         10/21/12	Weekdays Spots/Week		Rating 0.00					
56 WDIV 10/16/12 10/16/12	Noon News 12-1230p MGM Noon News 12-1230p	12N-1230P	- 1	:30	1 \$1,200.00 P-2	0.00 NM	1	\$1,200.0
Start Date         End Date           Week: 10/15/12         10/21/12	Weekdays Spots/Week	Rate \$1,200.00	Rating 0.00					
57 WDIV 10/16/12 10/16/12	Ricki Lake 3-4p CM Ricki Lake	3-4p	- 1	:30	1 \$600.00 P-2	0.00 NM	1	\$600.0
Start Date         End Date           Week: 10/15/12         10/21/12	Weekdays Spots/Week	Rate \$600.00	Rating 0.00					
58 WDIV 10/16/12 10/16/12	4am NBC Early Today CM NBC Early	NBC Early	- 1	:30	1 \$90.00 P-2	0.00 NM	1	\$90.0
Start Date         End Date           Week: 10/15/12         10/21/12	Weekdays Spots/Week	· —	Rating 0.00					
59 WDIV 10/16/12 10/16/12	M-F Local News @ 4pmCM M-F Local News @ 4pm	4p-430pm	- 1	:30	1 \$1,200.00 P-2	0.00 NM	1	\$1,200.0
<u>Start Date</u> <u>End Date</u> Week: 10/15/12 10/21/12	Weekdays Spots/Week	Rate \$1,200.00	Rating 0.00					
60 WDIV 10/16/12 10/16/12	4:30am Local News M-FCM 4:30am Local News	4:30-5am M-F	- 1	:30	1 \$175.00 P-2	0.00 NM	1	\$175.0
<u>Start Date</u> <u>End Date</u> Week: 10/15/12 10/21/12	Weekdays Spots/Week	Rate \$175.00	Rating 0.00					
61 WDIV 10/16/12 10/16/12	M-F 430-5P Inside Editi@M Inside Edition M-F 430-5p	430p-5p	- 1	:30	1 \$1,100.00 P-2	0.00 NM	1	\$1,100.0
Start Date	Weekdays Spots/Week	· . —	Rating 0.00					
62 WDIV 10/16/12 10/16/12	5-6pm Local 4 News M-ICM M-F Local 4 News 5-6pm	5P-530P (5:00 PM-5:30	- 1 PM)	:30	1 \$2,100.00 P-2	0.00 NM	1	\$2,100.0
Start Date	Weekdays Spots/Week	Rate	Rating 0.00					
63 WDIV 10/16/12 10/16/12		530-6a (5:30 AM-6:00	- 1	:30	1 \$650.00 P-2	0.00 NM	1	\$650.0
Start Date	Weekdays Spots/Week	, _	Rating 0.00					
64 WDIV 10/16/12 10/16/12	5-6pm Local 4 News M-ICM M-F Local 4 News 5-6pm	530P-6P (5:30 PM-6:00	- 1	:30	1 \$2,250.00 P-2	0.00 NM	1	\$2,250.0
Start Date End Date	Weekdays Spots/Week	•	Rating					







258744 Flight Dates 10/16/12-10/22/12

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64 WDIV 10/16/12	End : 10/16/12	Inventory Code 5-6pm Local 4 No		530P-6P	me Days	Len Sp	oots Rate Pri 1 \$2,250.00 P-2	0.00 NM	1	\$2,250.00
04 10/10/12	. 10/10/12	M-F Local 4 New		(5:30 PM-6:00	-	.50	1 ψ2,230.001 2	0.00 14101	· '	Ψ2,200.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 10/15/12	10/21/12	- 1	1	\$2,250.00	0.00					
65 WDIV 10/16/12	10/16/12	6-630pm Local 4 M-F Local 4 New		6P-630P	- 1	:30	1 \$3,000.00 P-2	0.00 NM	1	\$3,000.00
Start Date Week: 10/15/12	End Date 10/21/12	Weekdays - 1	Spots/Week 1	Rate \$3,000.00	Rating 0.00					
66 WDIV 10/16/12	10/16/12	Jeopardy 730-8p M-F Jeopardy	M-F CM	730P-8P	- 1	:30	1 \$3,200.00 P-2	0.00 NM	1	\$3,200.00
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> - 1	Spots/Week 1	Rate \$3,200.00	Rating 0.00					
67 WDIV 10/16/12	10/16/12	Today Show 9-10 Today Show 9-10		9A-10A	- 1	:30	1 \$800.00 P-2	0.00 NM	1	\$800.00
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> - 1	Spots/Week 1	<u>Rate</u> \$800.00	Rating 0.00					
68 WDIV 10/17/12	10/17/12	Ellen 10-11a M-F 10-11AM Ellen	СМ	10-11A Ellen	1	:30	1 \$950.00 P-2	0.00 NM	1	\$950.00
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$950.00	Rating 0.00					
69 WDIV 10/17/12	10/17/12	1237-137a LateN Late Night 1237-		1237A-137A	1	:30	1 \$500.00 P-2	0.00 NM	1	\$500.00
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$500.00	Rating 0.00					
70 WDIV 10/17/12	10/17/12	Noon News 12-12 Noon News 12-12	•	12N-1230P	1	:30	1 \$1,200.00 P-2	0.00 NM	1	\$1,200.00
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week 1	Rate \$1,200.00	Rating 0.00					
71 WDIV 10/17/12	10/17/12	Ricki Lake 3-4p Ricki Lake	СМ	3-4p	1	:30	1 \$600.00 P-2	0.00 NM	1	\$600.00
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week 1	Rate \$600.00	Rating 0.00					
72 WDIV 10/17/12	10/17/12	4am NBC Early T NBC Early	oday CM	NBC Early	1	:30	1 \$90.00 P-2	0.00 NM	1	\$90.00
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$90.00	Rating 0.00					
73 WDIV 10/17/12	10/17/12	M-F Local News M-F Local News	•	4p-430pm	1	:30	1 \$1,200.00 P-2	0.00 NM	1	\$1,200.00
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week	Rate \$1,200.00	Rating 0.00					
74 WDIV 10/17/12	10/17/12	4:30am Local Ne 4:30am Local Ne	ws M-FCM	4:30-5am M-	F1	:30	1 \$175.00 P-2	0.00 NM	1	\$175.00
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$175.00	Rating 0.00					
75 WDIV 10/17/12		M-F 430-5P Insid		430p-5p	1	:30	1 \$1,100.00 P-2	0.00 NM	1	\$1,100.00
	End Date 10/21/12	Weekdays	Spots/Week	Rate \$1,100.00	Rating 0.00					
76 WDIV 10/17/12		5-6pm Local 4 Ne M-F Local 4 New	ews M-IEM	5P-530P (5:00 PM-5:30	1	:30	1 \$2,100.00 P-2	0.00 NM	1	\$2,100.00
	End Date	Weekdays	Spots/Week	Rate	Rating					

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Estimate # 1603

Ln Ch Start End	Inventory Code Prock	Start/End Ti	ime Days	Lan Chata	Poto Pri	Dta Tuna	Tota	als Amount
	,			Len Spots	Rate Pri		Spois	
76 WDIV 10/17/12 10/17/1	•	5P-530P	1	:30 1	\$2,100.00 P-2	0.00 NM	1	\$2,100.00
	M-F Local 4 News 5-6pm	(5:00 PM-5:3	0 PM)					
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/15/12 10/21/12	1 1	\$2,100.00	0.00					
77 WDIV 10/17/12 10/17/1	2 5-6am Local News M-F CM	530-6a	1	:30 1	\$650.00 P-2	0.00 NM	1	\$650.00
	Local 4 News Today 5-6A	(5:30 AM-6:0	0 AM)					
Start Date End Date	e Weekdays Spots/Week	Rate	Rating					
Week: 10/15/12 10/21/12	1 1	\$650.00	0.00					
78 WDIV 10/17/12 10/17/1	2 6-630pm Local 4 News M/M	6P-630P	1	:30 1	\$3,000.00 P-2	0.00 NM	1	\$3,000.00
	M-F Local 4 News 6-630p							
Start Date End Date	e Weekdays Spots/Week	Rate	Rating					
Week: 10/15/12 10/21/12	1 1	\$3,000.00	0.00					
79 WDIV 10/17/12 10/17/1	2 Jeopardy 730-8p M-F CM	730P-8P	1	:30 1	\$3,200.00 P-2	0.00 NM	1	\$3,200.00
	M-F Jeopardy							
Start Date End Date	e Weekdays Spots/Week	Rate	Rating					
Week: 10/15/12 10/21/12	1 1	\$3,200.00	0.00					
80 WDIV 10/17/12 10/17/1	2 Today Show 9-10a M-F CM	9A-10A	1	:30 1	\$800.00 P-2	0.00 NM	1	\$800.00
	Today Show 9-10A							
Start Date End Date	e Weekdays Spots/Week	Rate	Rating					
Week: 10/15/12 10/21/12	1 1	\$800.00	0.00					

Totals 80\$103,750.00